



AN EXCITING SHOW ...

TRAVEL ... FAMILY STYLE!

Host and Travel Guide [Colleen Kelly](#) explores must-see locations & attractions throughout the U.S. and abroad, sharing expert travel tips and insights to create easier family vacations filled with once-in-a-lifetime memories. Each 30-minute episode of [Family Travel with Colleen Kelly](#) offers a personalized, “exclusive” behind-the-scenes tour with an upbeat, high-energy delivery and pace that engages viewers from the start.

SHOW PILLARS

- ATTRACTIONS & ACTIVITIES
- CULTURE
- DINING
- EDUCATION
- HISTORY
- SHOPPING



ON AN EXCITING NETWORK

NATIONAL PUBLIC TELEVISION (PTV, AKA PBS)

- Reaches over 99% U.S. Households
- On over 340 Public Television Stations
- Known and trusted for quality programming content



UNCLUTTERED VIEWING ENVIRONMENT

- Non-commercial television
- Significantly-reduced channel-surfing
- UPSCALE, LOYAL, VIEWING AUDIENCE
- More affluent, higher income, higher education
- High trust in PTV and PTV program underwriters

SATURDAY “HOW TO” VIEWING BLOCK

- 1.4 million viewers each Saturday
- One of the strongest viewing blocks for PTV
- High viewer-interest shows including travel, cooking, and home improvement



Impressive Delivery!

Season 4 Projections - Single Episode

On-Air Spring 2017

94% U.S. CARRIAGE

Continued strong national coverage

165+ MARKETS

Continued strong market performance

- 25 of the top 25 markets
- 49 of the top 50 markets
- 92 of the top 100 markets

0.45 NATIONAL AVG. U.S. HOUSEHOLD RATING

Continued ratings growth

- 0.3 National Avg. U.S. HH Rating - Season 1
- 0.4 National Avg. U.S. HH Rating - Season 2 & 3 projection
- 0.45 National Avg. U.S. HH Rating - Season 4 projection

36,000+ TELECASTS

Continued programming-driven growth

- 6 releases during 2 years
- 360+ channels
- Additional Create TV secondary station carriage

17 MILLION TOTAL AUDIENCE - (10 Episodes)

14 million household impressions

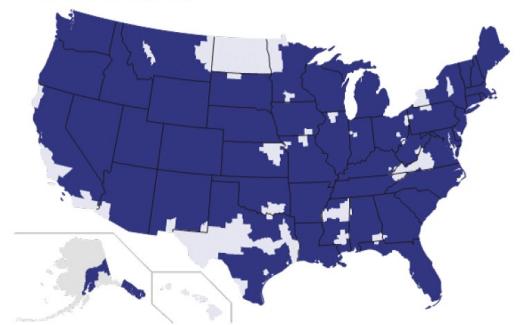
- 93% U.S. carriage with 0.45 HH rating
- Single episode across all stations & channels for 2 years in release
- Create TV secondary station carriage

20% SOCIAL MEDIA GROWTH

Continued growth driven by integrated social media programming

2016 Projections	
39,000+	Twitter Followers
11,000+	Facebook Likes
2,500+	Pinterest Followers

Family Travel with Colleen Kelly
94% U.S. - All-Station Coverage Map





An Important Audience!

NATIONAL PUBLIC TELEVISION AUDIENCE

- 50% Male
- 50% Female
- 76% Homeowners
- \$74K Mean HH Income
- \$265K Mean Home Value
- 38% One or More College Degrees
- 75% Have ATM Card
- 18% More likely to visit national parks and/or cultural or historic sites

FINANCIALLY SAVVY

Public Television Viewer Index

- 168 Read business/finance section of newspaper
- 151 Own \$150K+ in stocks
- 151 Have a money market account
- 147 Own any stock
- 135 Have IRA retirement savings
- 134 Own a vacation home
- 124 Home value \$750K+
- 113 Own a luxury car

ACTIVE CITIZENS

- 184 Civic club member
- 161 Member of a local body of government
- 157 Charitable organization member
- 146 Worked for a political party
- 143 Go to live theater
- 139 Go to museums
- 134 Country club member
- 130 Business club member
- 122 Participated in environmental group/causes

FREQUENT TRAVELERS

Enjoy Frequent Travel

- 134 3+ trips by plane
- 132 Travel First Class
- 131 Spent \$6,000+ on a foreign vacation
- 118 Spent \$5,000+ on domestic vacations past year
- 115 Member of a frequent flyer program
- 108 Own a valid passport
- 107 Any domestic travel past 12 months

Seek-Out Travel Information

- 166 Read travel section of newspaper
- 144 Read *Conde Nast Traveler*
- 130 Read *Travel & Leisure* magazine
- 123 Read *National Geographic Traveler*



The Buzz ...

OUR VIEWERS LOVE US!

"While planning a trip to Northern California I found Colleen Kelly's program so helpful! I loved all of the ideas she provided about how to plan your trip. Her show provides so many educational and fun activities for families of all sizes and ages. It was also really nice because the prices of the activities ranged from free to more costly. We spent almost an entire day at the Monterey Bay Aquarium and took the hands-on tour she recommended. Our kids all loved it and still talk about it today. It is so nice to find a program that really promotes positive ways to spend time with your family and gives useful and realistic travel activities. Thank you so much! We can't wait to plan our next vacation."

Holly, Milwaukee, WI

"I am the mother of 7 kids and we have traveled quite a bit as a family, but neither my husband nor I has ever been on a cruise. We watched the Caribbean Cruise episode of Family Travel and we are ready to go now! It was a fantastic look into the experience and looked like such fun! I have heard a mixed bag of thoughts on bringing a family on a cruise, but after watching Colleen and her family have such an amazing time, I feel confident that it would be a GREAT thing to do. There were so many good tips for planning it and making the best of it...The show is such a refreshingly family-friendly one, and there is never a lull in the fun. I can't wait to watch more...Thank you for all the great advice and for giving us something we can all enjoy watching together!"

Julie, Columbia, MO

AND SO DO OUR LOCATIONS!

"Working with Colleen and the Travel Film Productions team during their visit to Wyoming was a phenomenal experience. Her crew was creative, professional and enthusiastic. Our industry partners and members of our local communities enjoyed the same positive experiences as we did. Colleen's audience is a perfect match for Wyoming visitors and the final product was a wonderful representation of what Wyoming has to offer."

Diane Shober
Executive Director, Wyoming Office of Tourism
Board Member, Brand USA
Board Member U.S. Travel Association

"Tourism Québec has worked with Colleen Kelly and her team to produce a travel show for the National Public Television series called "Family Travel with Colleen Kelly." The team's professionalism, diligence, energy, and sense of humor made working with them a joy. We were very pleased with the quality of the final product, which highlighted the city of Montreal as a family travel destination. The show truly captured the flair and spirit of Montreal. We would welcome the opportunity to work together on another show in the future."

Annemarie Heidebuechel
Director, Tourism Québec - Destination Québec

"It was an absolute pleasure to work with Colleen and her fabulous crew to produce two "Family Travel" episodes on Los Angeles. From the beginning, the production team meticulously worked with us to plan out every detail, from the production schedule to coordinating filming at over ten locations in LA. I highly recommend partnering with "Family Travel with Colleen Kelly" if you are looking for an educational, yet entertaining profile of your destination."

Susan Lomax, VP of Communications
Los Angeles Tourism & Convention Board



Opportunities for Partnership

Colleen Kelly is a family travel expert and host/executive producer of [“Family Travel with Colleen Kelly”](#), a National Public Television series that airs in 94 percent of the United States and has been picked for international distribution. Colleen is a trusted voice among families who love to travel or are dreaming about planning future adventures, and she has a strong, loyal following across all media.

As a recognized travel expert, Colleen delivered 50 million impressions in 2015 through television, print, radio and digital media. She has partnered with destinations throughout the U.S. and abroad, as well as national brands such as Holiday Inn Club Vacations Carnival Cruise Line (watch her Carnival videos [here](#)).

Colleen has the reach and influence to effectively promote your destination to her viewers and followers, and to your current and future visitors in many ways, including:

On-location Episode(s) (Editorial)

- Will shoot on-location for 4 days per episode, showcasing Mendocino’s family, culinary, dining, adventure, and multigenerational activities to air in Season 4, in spring 2017, for up to two years on PBS. All in kind, including air, hotel, food, transportation, etc. to be covered by CVB, tourist board, or partners.

Social Marketing and Promotional Program (Included with Episode)

- Social media posts on Colleen Kelly and “Family Travel with Colleen Kelly” pages (Facebook, Twitter, Instagram, Flipagram, Snapchat) during time of shooting, and again during time of initial airing
- Dedicated Mendocino web page, which will include all blogs and links to promos of series upon airing of episode
- Inclusion of all press releases, photos, and information about Mendocino tourism opportunities
- Added exposure via Create TV, reaching 80% of households, and exposure on VME, largest Spanish network in US

Pricing: ~~\$35k net~~ \$30k net

Offer for above pricing effective until December 5th, 2016

Additional Opportunities

- Digital Vignettes
- Broll Packages (discounted with episode)
- Blogs
- Brand Influencer Package
- Sponsorship Opportunities

Quotes for additional opportunities available upon request.